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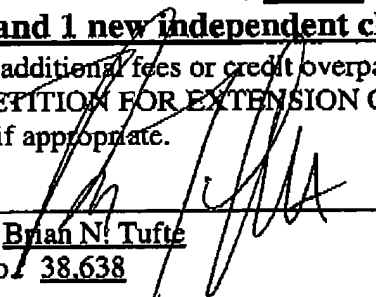
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Title of Document Transmitted: Amendment in response to office action dated September


30, 2005  
Applicant: Scott Fergusson  
Serial No.: 09/916,951  
Filed: July 27, 2001  
Group Art Unit: 3623  
Confirmation No. 9341  
Customer No. 28075

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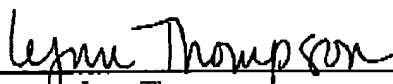
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Scott Fergusson et al. Examiner: Linda Morawski

Serial No.: 09/916,951 Group Art Unit: 3623

Filed: July 27, 2001 Docket No.: 1137.1103101

Confirmation No.: 9341

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CENTRAL FAX CENTER**DEC 29 2005**For: **METHODS AND SYSTEMS FOR MONITORING THE EFFICACY  
OF A MARKETING PROJECT****AMENDMENT**Mail Stop Amendment  
Assistant Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450**CERTIFICATE OF FACSIMILE TRANSMISSION**I hereby certify that this paper is being facsimile transmitted to  
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Lynn Thompson Date December 29, 2005This Response is being filed in response to the Official Action of the Examiner mailed  
September 30, 2005, setting a three-month shortened statutory period for response ending  
December 30, 2005**Amendments to the Specification** begin on page 2 of this paper.**Amendments to the Claims** begin on page 3 of this paper.**Remarks/Arguments** begin on page 11 of this paper.

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01 FC:2201 100.00 DA  
02 FC:2202 75.00 DA